WERD Radio
The Voice of Drew University

DREW UNIVERSITY
MADISON, NEW JERSEY
377-4319

ROGER WERNER
STATION MANAGER
EVELYN BLOHM
JOAN BRADLEY
MARY CHAFFEE
CHARLES DVORKIN
ALAN GROSSMAN
SERGE HARABOSKY
JAMES HUNT
ARTHUR NEWMAN
ALAN RAPHAEL
JOHN SLIWA
TED SPRAGUE

November 12, 1965

Dr. Richard J. Stonesifer
Dean of the College of Liberal Arts
Drew University
Madison, New Jersey

Dear Dean Stonesifer,

I am happy to be able to submit to you this report on the past history, and present problems of WERD. Hopefully you will find this paper useful in evaluating the future plans of our college radio station.

Naturally in preparing something of this scope, a few items may inadvertently have been left out. If, then, you have any questions regarding a particular aspect of WERD, please don't hesitate to ask.

Once again, may I express my sincere thanks for all that you have done to help us stay on the road of development. I hope that this report can bring our mutual desires for the radio station into reality.

Sincerely yours,

Roger D. Werner

Roger D. Werner
Station Manager,
WERD Radio

RDW/erb

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PROLOGUE

We of the executive board and staff of WERD, the Drew University radio station are proud to say that our enterprise has left behind its image of past years. We have grown into an organization of approximately seventy people and are making rapid technological and professional advances. By securing new equipment and more well qualified personnel we have begun to achieve the goal of superiority which we have set before ourselves.

The following is a report of the progress, the situation, and the future, of WERD. We are proud of our station and hope to achieve still more than we have already.

PAST HISTORY

It has been a long time since Monday, October 17, 1960, when the first prospects of a radio station for the Drew campus were brought into the open. At that time, more than five years ago, the Student Council of the College of Liberal Arts was the body attempting to set up the college radio station. They had appointed a committee of five students to "investigate the possibilities" of such a radio station on the Drew campus.

Despite their lack of knowledge, the committee possessed an excess of initiative. They began outlining technical aspects and in fact consulted other schools for information about how to set up such a program. Five years ago the system which was recommended for use by the Student Council was the carrier current system which involves the use of the main power lines of the campus. This system, which has since been replaced by more efficient equipment, made it possible to receive the broadcasts in the buildings on campus and only on portable radios within two hundred feet of the farthest buildings. One of the main concerns of the radio committee was gaining support from the administration for their endeavors.

What was done between October of 1960 and April of 1961 no one seems to know, save that the call letters WERD were agreed upon by those students who somehow gained control of the newly formed radio station. Luckily for the future of Drew radio, the Columbia Broadcasting System donated a huge 1000 pound console. I say luckily, for without this console, and without the support of the ECAC (their support apparently had not yet been gained) nothing would have gotten off the ground.

As of February, 1961, nothing more than tentative plans for broadcasting had been completed. Expectations were for a mid-March premiere and programming was planned for about one month on an experimental basis. Programming was scheduled only for a meager three hours per night on

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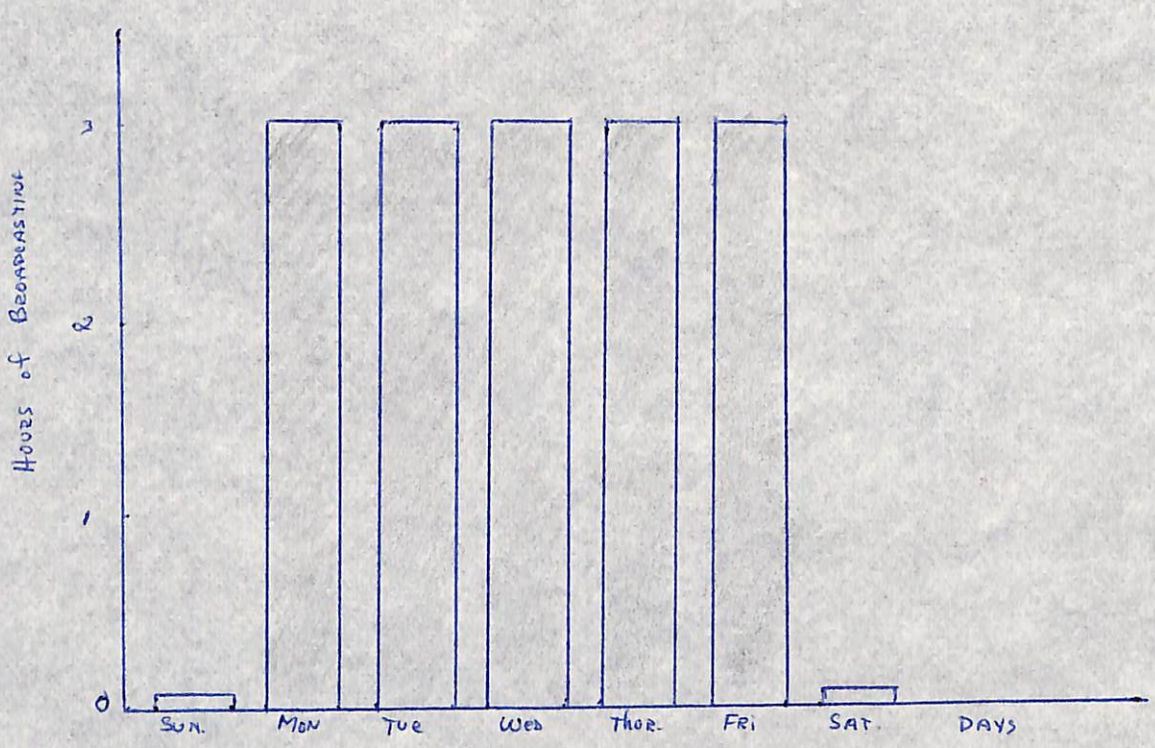
Plans were pushed off only a matter of a few weeks and on March 22, 1961, a letter was written to Dr. Oxnam stating that at long last on 4 April, 1961, radio waves were to be transmitted on the Drew campus.

For their premiere show at 9:00 to 9:30 of that evening (4 April) those students who were concerned with planning the opening program wondered whether it was possible for Dr. Oxnam to speak over the station for a few minutes - hopefully a taped telephone conversation. Having no record of that first historical show, one can only assume this activity took place and thus initiated WERD.



BROADCAST Schedule -

APRIL 4, 1961 - SEPTEMBER 1, 1964

PRESENT HISTORY

What has happened from that first day until now is an unfortunate story. For a long time WERD was unable to get complete approval from the ECAC, and its budgets were and still are far below what they should be for such an organization. Moreover, stagnation and in some cases stupidity in its leadership until just recently has greatly hindered WERD's growth.

During the summer and early fall of 1964, James Heisler who was Station Manager at that time contracted for a new and simplified console for WERD. What Mr. Heisler did was not advance growth and simplify operations but rather, he set WERD back at least one full year. By getting rid of the huge console donated by Columbia, Mr. Heisler destroyed the power source which is the basic requirement for any radio station. Therefore, in September of 1964, WERD was not only without its lifeblood but also found itself set back approximately $400 - the cost of the new console. Thus technologically and economically WERD was stunted.

Similarly WERD was grounded and set back financially in another aspect in the fall of 1964. Until then reception was impossible on electric radios because of fluorescent interference. Mr. Heisler, the manager, rightly decided to change the carrier current method of transmission. His mistake, which cost more than $100, was attempting to do so on a small scale. He employed one Mr. John Hart, who was instructed to install 400 millivolt transmitters in each dormitory. This system never could be adjusted and finally had to be totally discarded in March of 1965 when the new station manager assumed control.

Thus nothing could be done about building a library of records and a "supply" of decent equipment because of the huge expenditures (in proportion to ECAC allotments) of WERD on, unfortunately, wasted equipment. It must be admitted of course that at the time these expenditures seemed necessary. One must also realize, however, that those people in charge should have had enough foresight to understand that what they were buying and investing in would not be ample in the near future.

In the area of programming a lack of qualified leadership caused WERD to be stagnant here too. Never was it attempted to broadcast any more than 15 hours per week, which was the total broadcasting time during the one month experiment. Not until November of 1964 was broadcasting attempted on a larger scale, and even then there was only 22½ hours per week transmitted.

It was in March of 1965 that WERD finally burst into full bloom, or expanded practically to its maximum. In fact it expanded to such an extent that everyone concerned was overjoyed. They finally realized what could be done with a college radio station, and became determined to do it.

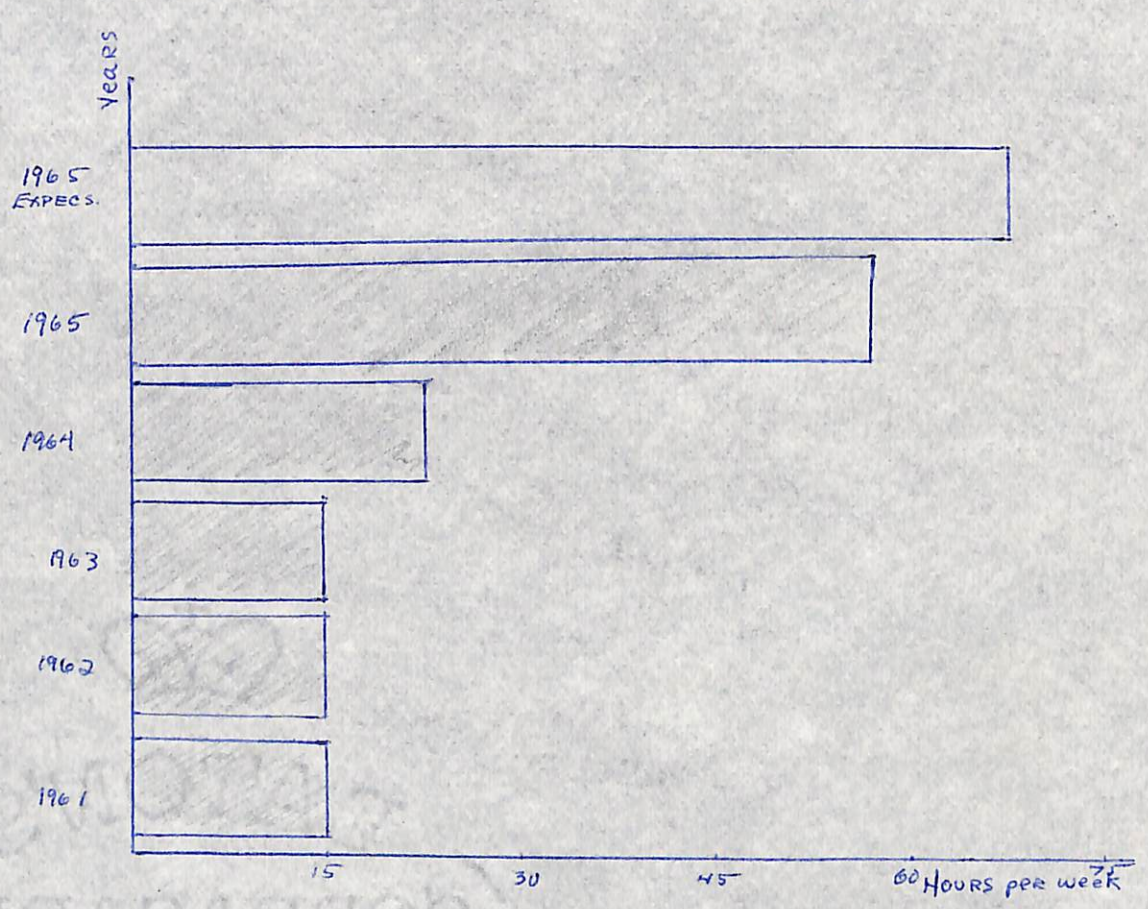
ORGANIZATION AND BASIC PROBLEMS

Surprisingly, starting WERD in the spring of 1965 was not a difficult job. With the appointment of responsible people to reorganize all aspects of the station, things began to improve quickly. All of those concerned expected at first to have an immense task before them. However, once they became directly involved with the student body, everyone realized the job would be far easier than was anticipated.

The first step in the organization process was to call a complete halt to all operations. By doing this we could form new policies and run the station the way we felt it ought to be run. Naturally, besides administrative problems, our major concern was programming. Earlier in the year programming had been expanded to 22½ hours per week, but our goal at that time was to be 35 hours per week, or from 5 p.m. until 12 a.m. Sunday through Thursday nights. Some of the students who had previously been involved with WERD were skeptical about filling out even this meager schedule. With an industrious director of programming, WERD was able to fill its new schedule, and in fact had many more people clamoring for positions. We found ourselves in the position of being able to expand our operation, and yet we were still able to choose our personnel. In fact our success was such that we had nearly 60 hours of broadcasting. I might add here that the new transmission was far superior to that of the past.

Because of the exceptional job that was done by all concerned, WERD gained complete support from the entire student body and most of the faculty. Unfortunately there were still a few skeptics, and these people happened to control the purse strings of ECAC. Despite frequent meetings and consultations, we could not convince this committee to appropriate additional funds.

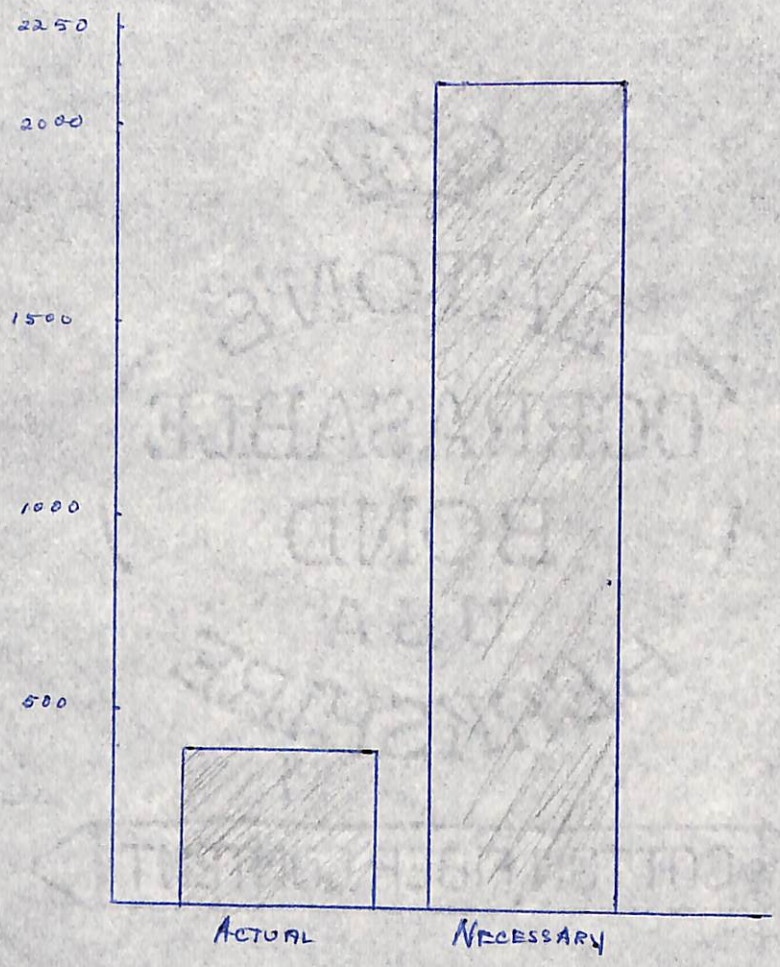
When faced with a lack of funds, a full school year ahead of us, and with only $400 in our treasury, everyone became somewhat uneasy. We all understood that with this small appropriation our plans could not even begin to be realized. Faith in the rational reasoning of the Communica-



TOTAL HOURS BROADCAST PER WEEK

tions Council (which is directly responsible to and for all publications) led us to request them to try and obtain additional funds for WERD. Since this was an impossibility, and because they realized we needed far more money than we had, there was a unanimous decision on their part to cut back on all of the individual communications budgets and award WERD this money. All of these funds (which amounted to $200) at least enabledDrew's college radio station to commence toward its goal. At the conclusion of the academic year we were at least hopeful that our budgetary confinement would not hinder our growth and achievement.

Partially we were correct in assuming that our extreme lack of monies would not restrict our achievement. Although we were not able to modernize at all, our attempts at programming were an exact duplicate of those of the spring. Therefore programming quantity and quality were not sacrificed. However our growth was completely stunted. All of our funds had to go for various operational expenses, leaving none for new equipment, and therefore for improvement.

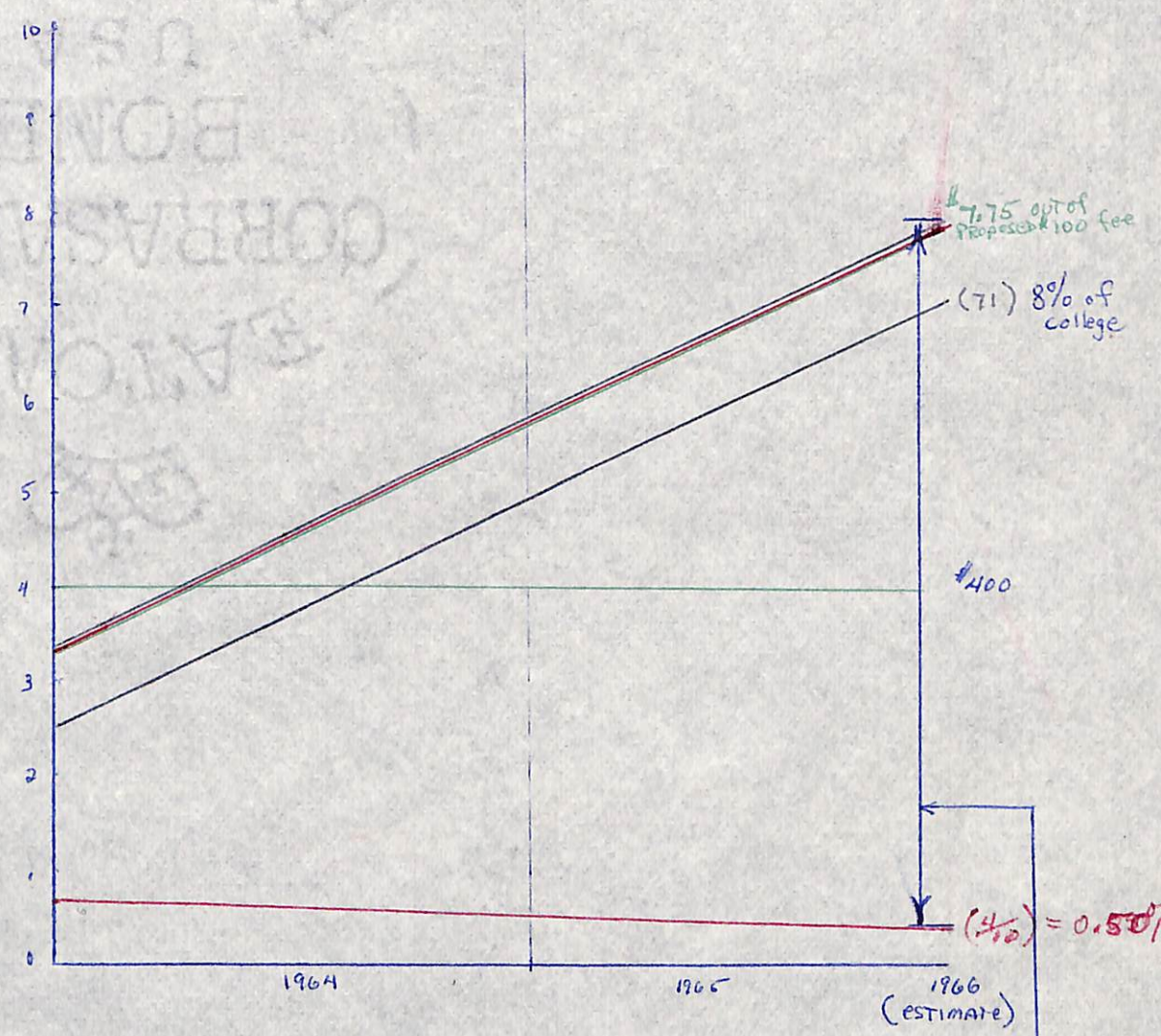


EXPENDITURES

NECESSARY VS. ACTUAL

The budget that WERD has been getting from ECAC has been $400 for the past few years. This sum is a meager 0.50% of the activities fee paid by the students of the college of liberal arts. Despite the fact that 8% of the college is active in the radio station, we still only receive from ECAC a meager percentage of funds. According to the participation that we have, we should be receiving nearly eight dollars, or $7.75.

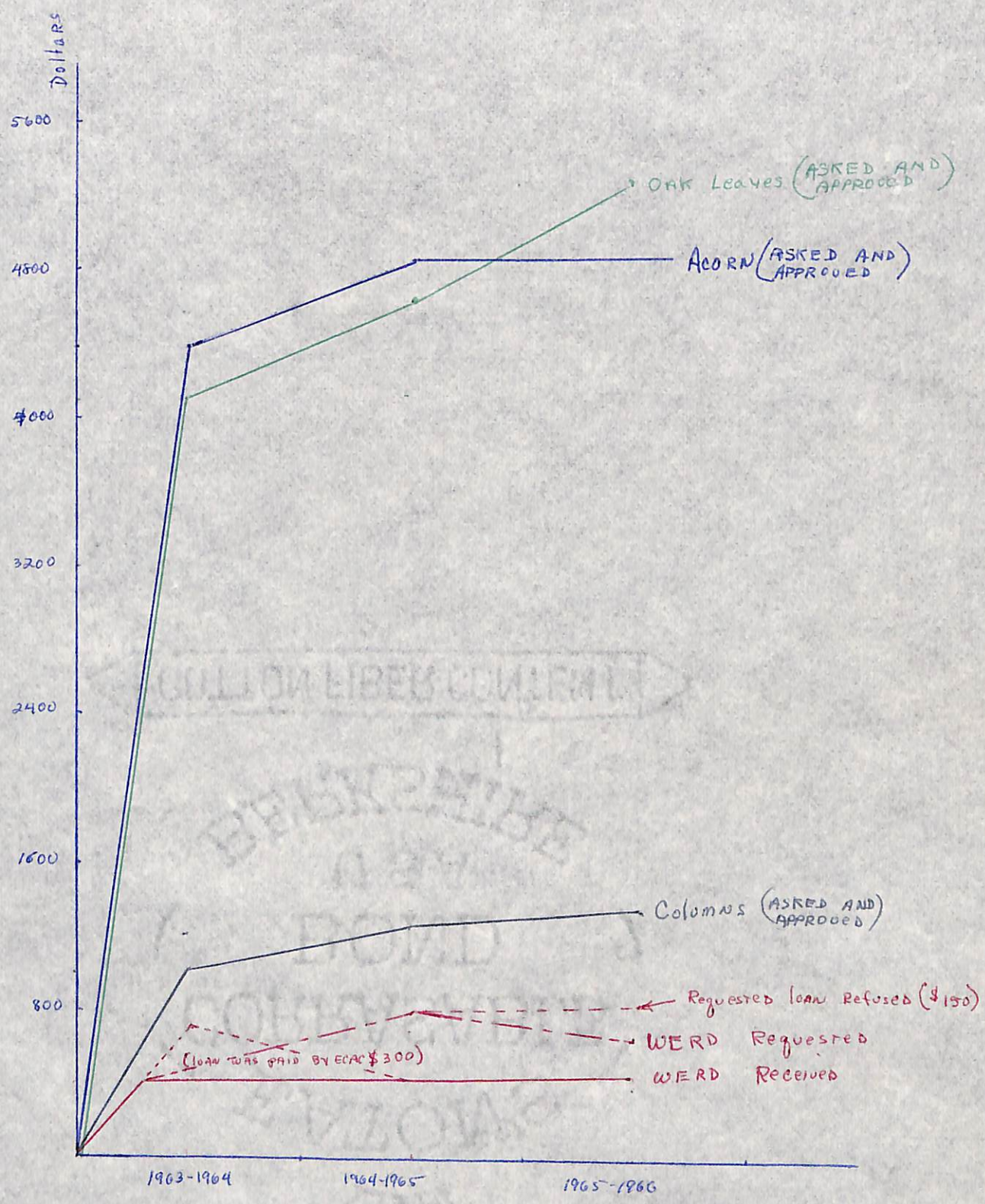
Realizing that students participate in more than one activity while at Drew, and there is a social fee, we make the assumption that we should be receiving nearly the same percentage of money as we receive participation, or some $7,500. Since that is an amount far in excess of what we are receiving right now, we will be willing to settle for one third of that amount, at first.



STATISTICAL Difference Between what we have & what we should have ACCORDING TO STUDENT PARTICIPATION

WERD BUDGET (ECAC)
PARTICIPATION IN WERD (%)
Dollars PER STUDENT NOW = 0.50%, should = 8.0%
= what BUDGET should Be ACCORDING TO % of STUDENTS money

STATISTICAL BUDGET
PERCENTAGE OF STUDENTS MONEY



Money Received From ECAC
of All Publications

UPI- A HISTORY

A good many things happened in 1935 that a good many millions of people remember.

Bruno Hauptmann was convicted for the kidnaping of the Lindbergh baby. Huey Long was assassinated, and Will Rogers died in an airplane crash on the barren rocks of Alaska. The great, gay ocean liner Normandie made her maiden voyage.

Jim Braddock, a forgotten prize fighter who had been on relief, made a comeback and relieved Max Baer of the heavyweight championship of the world. The Supreme Court killed the NRA, and his own mobsters killed Dutch Schultz in a dingy New Jersey tavern.

These were all spectacular events. But few, if any, of them were to have as lasting a bearing on our daily lives as another happening that was far from conspicuous. This was the decision of one of the great news services of the world, United Press International, to supply news to radio.

Until 1935, about the only way people could keep up with the news was by reading the newspapers. Although some radio stations had been broadcasting some news, the reports were far from complete or were held back until newspapers already had printed them.

The reasons for this were, for one thing, that the news services that did supply news to radio stations were comparatively small and had no worldwide facilities for gathering news. The great news services, with bureaus and reporters in every part of the world, were giving so much attention to getting the news for the newspapers that they did not realize for quite a while that they might as well be doing the same thing at the same time for radio stations.

This was because radio was still fairly new. Although it had long outgrown its crystal sets and earphones, most people -- including those in the news business -- still considered it a medium of entertainment.

The exception was UPI. Although one of the great

news gathering organizations of the world, this company was relatively young. It was not organized until 1907. In 1935, it was only 28 years old, and so less likely to follow tradition than its more venerable competitors.

At any rate, UPI did not follow tradition. It did some thinking for itself and saw how interesting a part of the radio day an up-to-the-minute report of worldwide news could be. It was well equipped to supply that kind of news. And it saw no more reason why news should not be broadcast than it should be printed, any more than flour should not be baked into biscuits as well as into bread. So it decided to supply news for radio.

The start of this venture was something like the start of the automobile. Few of us remember, except from old pictures, what the first automobiles looked like. Still fewer remember that people in those early days jokingly called them "gasoline buggies." This wasn't very kind, but it had a good deal of truth in it.

Radio news started in the same way. The news stories were the same as those the newspaper received. The only difference at first in the way that they reached the public was that typesetters and printing presses were taken out and replaced by microphones. Compared to today's crisp, clear, and smooth newscasts, those pioneer radio news announcements were pretty much what the gasoline buggy would be to today's streamlined car.

But like the first automobiles, news broadcasts improved quickly -- and became more and more popular.

One fault UPI corrected right away was the way of writing news stories. It saw almost at once that what was easy to read in print might be hard to understand if read aloud. It saw that for radio the news must not be so much written, so to speak, as told.

To reach the mind through the ear instead of the eye, news must have a conversational style. So UPI assigned to every radio subscriber a special editor to rewrite its

dispatches from their original newspaper form into news announcements which the listener could follow without effort.

This worked very well at the beginning, for there were only 14 radio stations in the country taking UPI service. But that total of 14 multiplied so fast that another way of translating or, as UPI called it, processing the news, had to be devised.

The result was that in New York and Washington, from which most UPI news went to radio, a special radio news department was organized. Here carefully-trained editors wrote news dispatches in the style best suited to listening. All that the station had to do was take the dispatch, add an announcer, and serve.

Within a year, another improvement was made, this time a mechanical one. UPI set up leased wires -- telegraph lines carrying nothing but its dispatches -- to radio stations taking its news. There were 41 of these now, and they were receiving news from 18 UPI bureaus in various parts of the country.

From that time on, the story of UPI broadcast news has been one of frequent and steady enlargement and improvement and of tremendous growth in use. In the early part of 1941, the UPI Broadcast Newswire was extended to reach from coast to coast in the United States.

At the outset of its service of news for the air, UPI supplied enough news for about two hours of broadcasting. The most any station could put on the air was between 15,000 and 20,000 words a day. Today, UPI sends to radio a total of 85,000 words, enough to fill a long novel. If you were to read them aloud, at the average rate you hear them spoken on the radio or television, it would take you from eight o'clock in the morning until seven in the evening -- without any time out for eating or catching your breath.

There is hardly an hour of the day in any part of the world when people who listen to the radio, no matter what their race or speech, do not get the news of the world from UPI.

UPI- ITS USES

The primary product of a broadcast news wire is periodic summaries of world, national, and state news. United Press International supplies its radio station subscribers with eighteen such reports daily on weekdays, and one extra on Sundays and holidays. In addition, UPI sends six expanded summaries on weekdays, and four on Sundays and holidays. These reports originate at UPI's Broadcast News headquarters in Chicago, where more than 60 UPI writers and editors work around the clock creating nothing but broadcast news. These men are in turn supplied with information by more than 10,000 staff reporters at more than 100 bureaus across the country, and as many bureaus around the world. In addition, UPI draws upon an army of special correspondents: newspaper and radio reporters in small towns and cities who report for UPI when something of wide interest occurs in their locality.

Statewide news coverage is handled by the UPI bureau in Newark. Every hour on the half hour, the national wire from Chicago "splits," or discontinues, for ten to fifteen minutes while state bureaus send over information of regional interest.

As was mentioned, hard news is only half of the story. The UPI broadcast wire carries more than 85,000 words of copy in each day's service. And much of it is feature material. Features range from "Under the Capitol Dome," an analysis of Washington news by UPI's veteran reporter George Marder, to features of special interest to women such as "The Woman's Beat," "Mainly for Women," and "Women in the News." UPI is particularly strong in analysis of national and international affairs. Other features include "Calling All Drivers," "Great Moments in Sports," special election reports, ten sports reports daily, seasonal reports on professional football, baseball, and seasonal specials on taxes, women's fashions, home gardening, and many other topics. Every week, UPI moves a weekend news summary on Saturday evenings. Intended for Sunday use, this special report covers the week

in religion, foreign affairs, governments, politics, personalities, foreign editorial comment, science, and farming.

Sports scores and weather reports are carried as soon as they are received by UPI. Weather alerts on severe weather conditions of any kind are moved on a priority basis as soon as they are received from the local office of the U.S. Weather Bureau. Also, United Press International is a part of the national defense alerting system, the Emergency Broadcast System. In the event of a national emergency, WERD would be required to leave the air to prevent interference with reception of authorized EBS stations by receivers on campus. Without a news wire, reception of an EBS alert is, at best, a haphazard proposition.

United Press International excels in the presentation of urgent news developments when speed of reporting is essential. Again and again UPI has demonstrated its ability to be first, fastest, most complete, and most accurate. At the time of the assassination of President Kennedy, UPI White House correspondent Merriman Smith was in the Presidential motorcade. A fraction of a second before 1:30 p.m. EST, three shots crackled out their message of death for the young President under the Texas sun. Smith literally dove for a radiotelephone. When he reached the Dallas bureau of UPI, he dictated a bulletin to the chief editor of the bureau, who broke the national wire and typed it out himself, verbatim. The first bulletin cleared less than four minutes later on teletypes across the country. In the following minutes, Smith dictated five paragraphs of additional information off the top of his head which clattered out on printers in pressrooms, radio and television stations, and business offices across the world within fifteen minutes. In the Senate, the chaplain rose to speak. He said, "We gaze at a vacant place in the sky, as the President of the Republic goes down like a giant cedar." These words proclaimed a sharp turn in the course of history. It was, perhaps, the single most important event of our generation.

And a UPI man was on the scene. For the rest of the afternoon, the Associated Press was at least twenty minutes behind.

NEWS AND WERD

As you flip around the dial at any time of day, you will find that most radio stations have their own news bureau, composed of several writers and an editor. Those which do not have a news department utilize material written by the editors of UPI or AP and their announcers simply tear the material from the printers and read it without addition or correction. News is a natural thing for the medium, because radio is the most accessible mass medium and the fastest for news. Several radio stations, notably KYW in Philadelphia and WINS in New York, have converted their format for the exclusive presentation of news. For years, WOR has devoted 25% of its air time to news. WNEW broadcasts two newscasts every hour.

Up to this time, WERD has had no effective news presentation, primarily because it lacks a source of news material. And yet we have the personnel resources to create an effective news department in short order. WERD has more staff members than it can efficiently use at this time. The creation of a news department will absorb this surplus, and may even attract more students to the activity.

Organization of a news department at WERD will be handled by John Sliwa, Jr., present News Director for the student station. He has been professionally participating in radio news for nearly four years, and from April 1963 through January 1964, he was news director of WDHA-FM in Dover, N.J. From June 1965 to September 1965, he was news director of WOND and WMGM-FM in Atlantic City, N.J. At WOND and WMGM-FM, he laid the groundwork for news operations in which the stations had not previously engaged. He left behind a combined news department which commands the highest ratings in the Atlantic City area.

Mr. Sliwa has proposed that WERD maintain three students on news duty during the regular broadcast day. One of these students shall be an editor and two shall be responsible for writing. Through use of United Press International material and news gathered on the campus, this staff would

produce one newscast every hour on the hour, and one feature every hour on the half hour, each lasting about five minutes. At seven p.m. and eleven p.m., WERD would present fifteen minute roundups of international, national, state, and campus news. On Sunday afternoons, WERD will present a condensed version of the UPI "Sunday Show," a roundup of the week's events.

Important to the creation of a news staff at WERD is the creation of journalistic ability in the students participating in the program. Although a formal course in radio journalism is not remotely hoped for, WERD believes that students can help one another by engaging in the business of making news, and by mutual evaluation and criticism. Add to this a degree of guidance by students who have had some experience in news writing or who have excelled in English studies, and you see that WERD, by drawing on its present resources, can create a news organization which will be a benefit not only to those students participating, but also to those students who will depend on WERD for total information.

STAGNATION?

At the culmination of the last academic year, after a full year of expanded broadcasting, WERD had a record library of only 40 records. A few companies responded to our pleas for help, but the response was, in essence, insignificant. We are totally aware of the fact that records are the most important part of any radio station. Therefore, our first task in September was acquiring records. We managed to get a few hundred discs (45 R.P.M.) from radio stations in New York, and began to order L.P.'s from the major manufacturers across the country. In fact we spent close to $300 purchasing records.

After commencing our regular broadcasting we realized that our equipment was not nearly sufficient for our current plans. It would not handle all lines we were about to install. For this reason it was necessary to investigate the purchase of another console. We found that a station in Atlantic City, New Jersey, was willing to sell us just what we needed for a mere $200. Needless to say, this equipment when new is worth close to $4000.00.

There is one problem confronting us in our purchase, however. With a total of $640 to spend ($200 by courtesy of The Oak Leaves) we would not have enough money to cover our expenses. Equipment maintenance, telephone bills, damage to equipment, etc. all require constant cash outlays.

I had a number of conferences with a Mr. Van Houten of New Jersey Bell Telephone (Newark Office). Mr. Van Houten and I discussed the possibilities of installing a loop antenna for WERD. This loop will enable WERD to broadcast live any activity, speech, sports event, or event of national importance. Simply by arranging with the telephone company we can broadcast these events using their facilities. The charges are extremely nominal, but even if they were only $2 a month we could not afford them.

All of these developments are vital to the growth of our campus radio station. Without them we cannot move anywhere. We cannot grow at all. We are and will be stagnant.

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November 12, 1965

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Dean of the College of Liberal Arts
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Despite their lack of knowledge, the committee possessed an excess of initiative. They began outlining technical aspects and in fact consulted other schools for information about how to set up such a program. Five years ago the system which was recommended for use by the Student Council was the carrier current system which involves the use of the main power lines of the campus. This system, which has since been replaced by more efficient equipment, made it possible to receive the broadcasts in the buildings on campus and only on portable radios within two hundred feet of the farthest buildings. One of the main concerns of the radio committee was gaining support from the administration for their endeavors.

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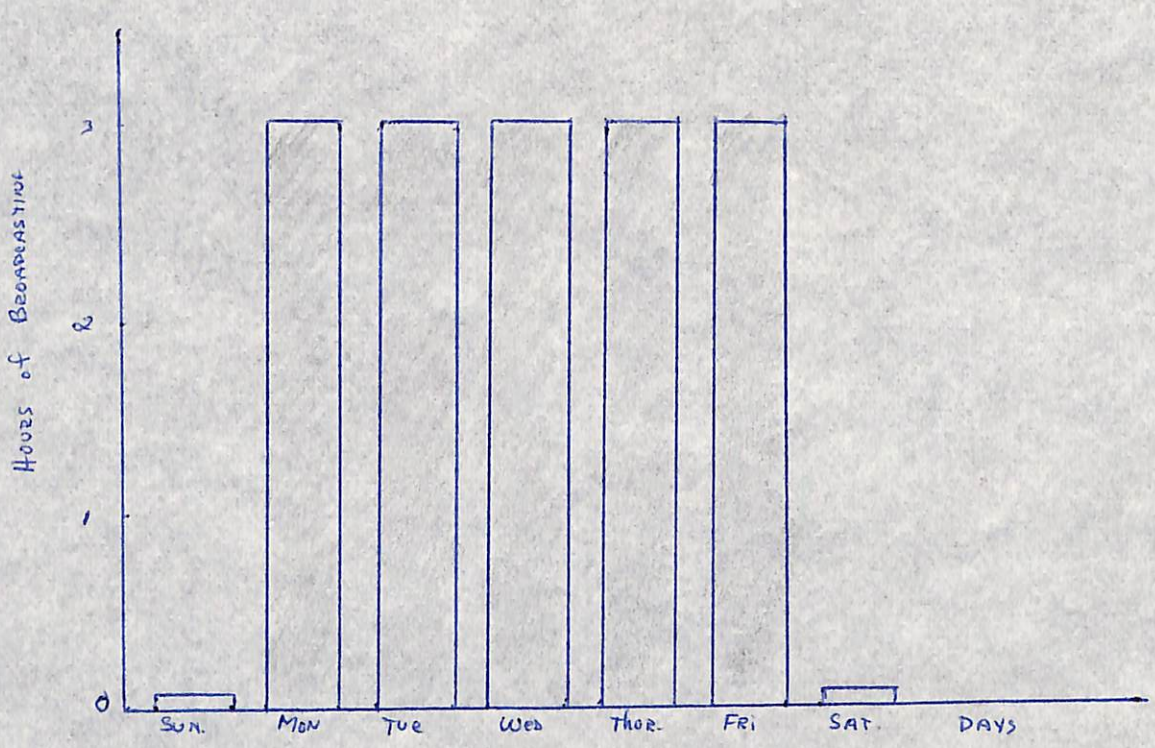


BROADCAST Schedule -

APRIL 4, 1961 - SEPTEMBER 1, 1964

PRESENT HISTORY

What has happened from that first day until now is an unfortunate story. For a long time WERD was unable to get complete approval from the ECAC, and its budgets were and still are far below what they should be for such an organization. Moreover, stagnation and in some cases stupidity in its leadership until just recently has greatly hindered WERD's growth.

During the summer and early fall of 1964, James Heisler who was Station Manager at that time contracted for a new and simplified console for WERD. What Mr. Heisler did was not advance growth and simplify operations but rather, he set WERD back at least one full year. By getting rid of the huge console donated by Columbia, Mr. Heisler destroyed the power source which is the basic requirement for any radio station. Therefore, in September of 1964, WERD was not only without its lifeblood but also found itself set back approximately $400 - the cost of the new console. Thus technologically and economically WERD was stunted.

Similarly WERD was grounded and set back financially in another aspect in the fall of 1964. Until then reception was impossible on electric radios because of fluorescent interference. Mr. Heisler, the manager, rightly decided to change the carrier current method of transmission. His mistake, which cost more than $100, was attempting to do so on a small scale. He employed one Mr. John Hart, who was instructed to install 400 millivolt transmitters in each dormitory. This system never could be adjusted and finally had to be totally discarded in March of 1965 when the new station manager assumed control.

Thus nothing could be done about building a library of records and a "supply" of decent equipment because of the huge expenditures (in proportion to ECAC allotments) of WERD on, unfortunately, wasted equipment. It must be admitted of course that at the time these expenditures seemed necessary. One must also realize, however, that those people in charge should have had enough foresight to understand that what they were buying and investing in would not be ample in the near future.

In the area of programming a lack of qualified leadership caused WERD to be stagnant here too. Never was it attempted to broadcast any more than 15 hours per week, which was the total broadcasting time during the one month experiment. Not until November of 1964 was broadcasting attempted on a larger scale, and even then there was only 22½ hours per week transmitted.

It was in March of 1965 that WERD finally burst into full bloom, or expanded practically to its maximum. In fact it expanded to such an extent that everyone concerned was overjoyed. They finally realized what could be done with a college radio station, and became determined to do it.

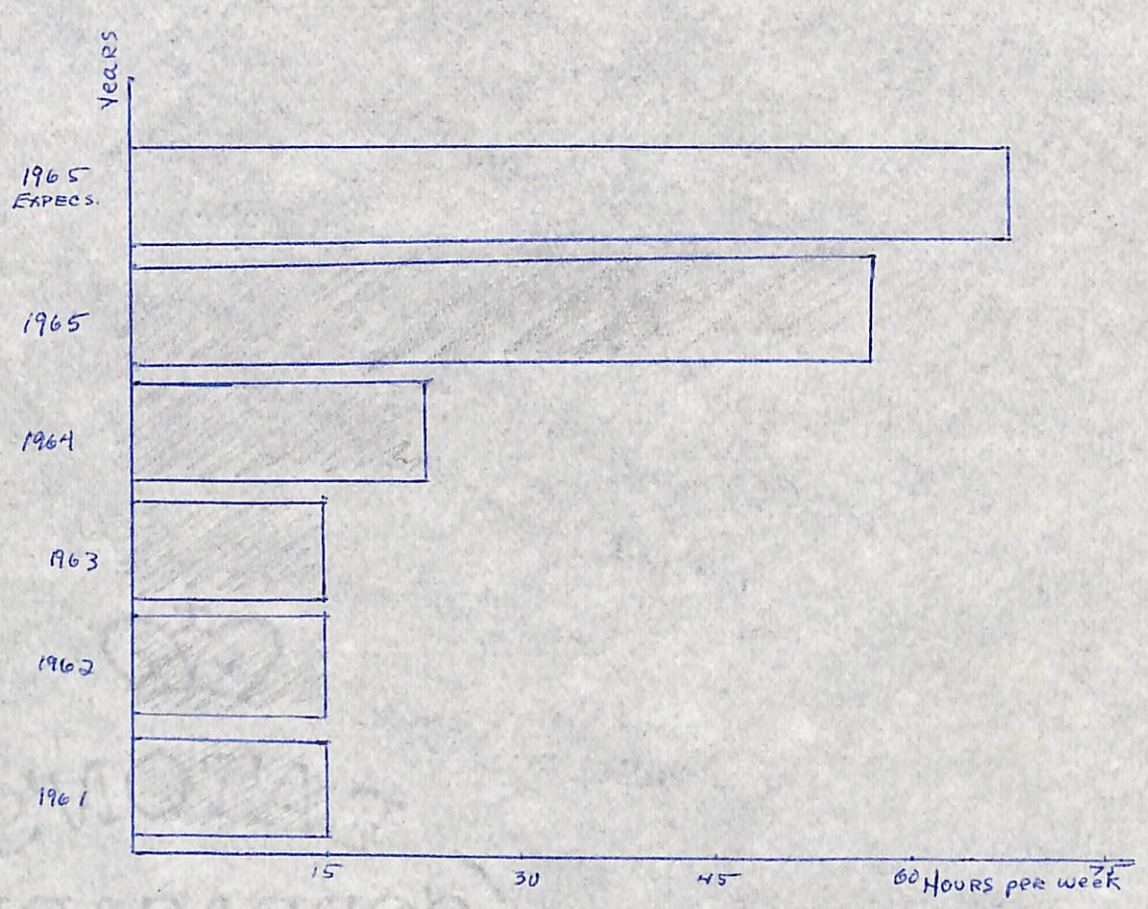
ORGANIZATION AND BASIC PROBLEMS

Surprisingly, starting WERD in the spring of 1965 was not a difficult job. With the appointment of responsible people to reorganize all aspects of the station, things began to improve quickly. All of those concerned expected at first to have an immense task before them. However, once they became directly involved with the student body, everyone realized the job would be far easier than was anticipated.

The first step in the organization process was to call a complete halt to all operations. By doing this we could form new policies and run the station the way we felt it ought to be run. Naturally, besides administrative problems, our major concern was programming. Earlier in the year programming had been expanded to 22½ hours per week, but our goal at that time was to be 35 hours per week, or from 5 p.m. until 12 a.m. Sunday through Thursday nights. Some of the students who had previously been involved with WERD were skeptical about filling out even this meager schedule. With an industrious director of programming, WERD was able to fill its new schedule, and in fact had many more people clamoring for positions. We found ourselves in the position of being able to expand our operation, and yet we were still able to choose our personnel. In fact our success was such that we had nearly 60 hours of broadcasting. I might add here that the new transmission was far superior to that of the past.

Because of the exceptional job that was done by all concerned, WERD gained complete support from the entire student body and most of the faculty. Unfortunately there were still a few skeptics, and these people happened to control the purse strings of ECAC. Despite frequent meetings and consultations, we could not convince this committee to appropriate additional funds.

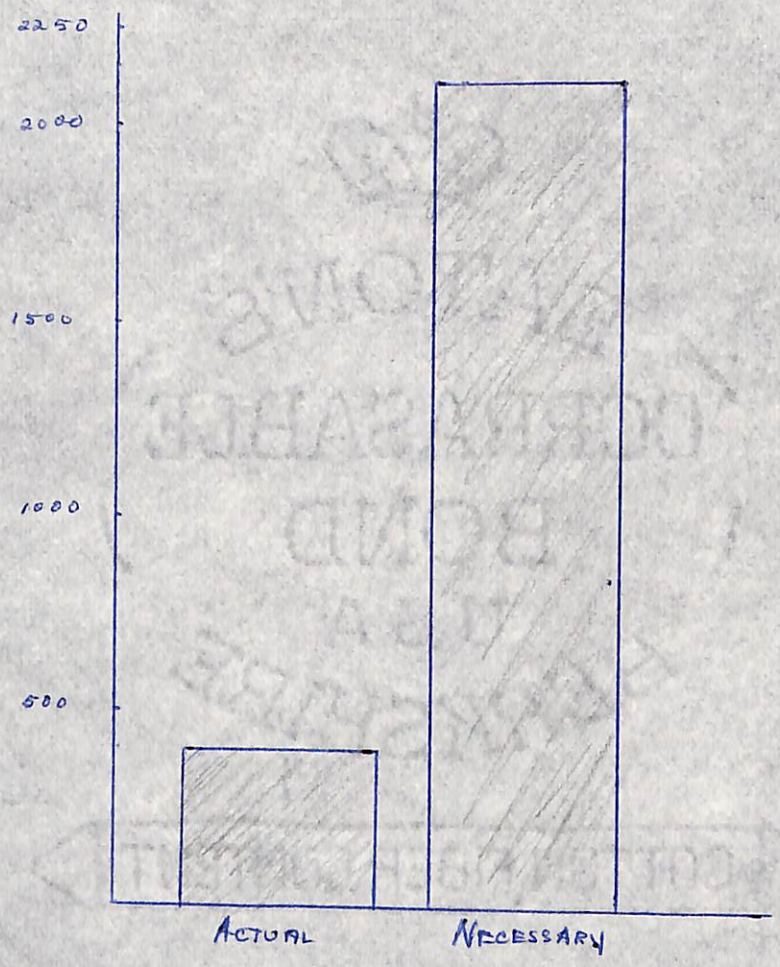
When faced with a lack of funds, a full school year ahead of us, and with only $400 in our treasury, everyone became somewhat uneasy. We all understood that with this small appropriation our plans could not even begin to be realized. Faith in the rational reasoning of the Communica-



TOTAL HOURS BROADCAST PER WEEK

tions Council (which is directly responsible to and for all publications) led us to request them to try and obtain additional funds for WERD. Since this was an impossibility, and because they realized we needed far more money than we had, there was a unanimous decision on their part to cut back on all of the individual communications budgets and award WERD this money. All of these funds (which amounted to $200) at least enabledDrew's college radio station to commence toward its goal. At the conclusion of the academic year we were at least hopeful that our budgetary confinement would not hinder our growth and achievement.

Partially we were correct in assuming that our extreme lack of monies would not restrict our achievement. Although we were not able to modernize at all, our attempts at programming were an exact duplicate of those of the spring. Therefore programming quantity and quality were not sacrificed. However our growth was completely stunted. All of our funds had to go for various operational expenses, leaving none for new equipment, and therefore for improvement.

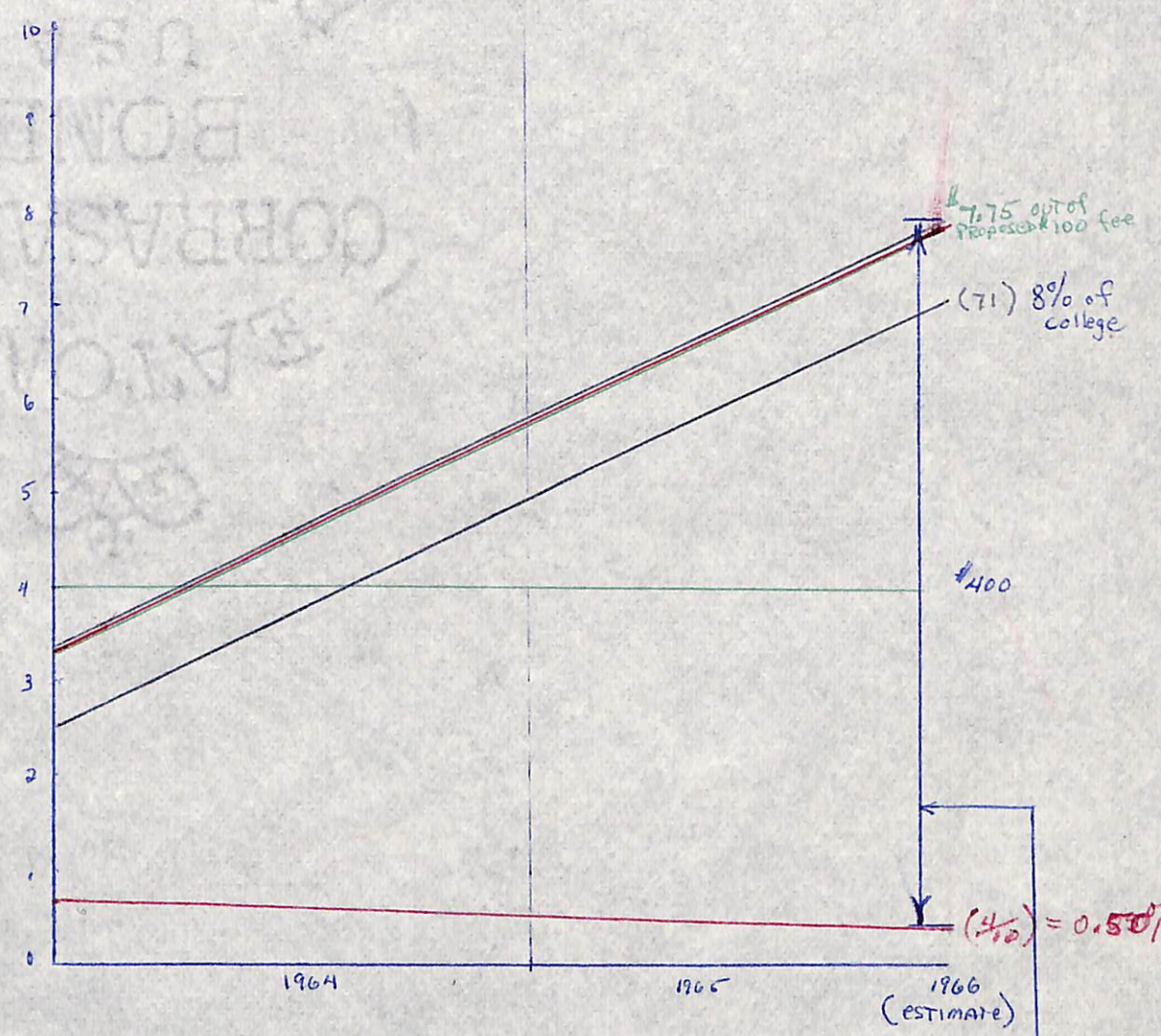


EXPENDITURES

NECESSARY VS. ACTUAL

The budget that WERD has been getting from ECAC has been $400 for the past few years. This sum is a meager 0.50% of the activities fee paid by the students of the college of liberal arts. Despite the fact that 8% of the college is active in the radio station, we still only receive from ECAC a meager percentage of funds. According to the participation that we have, we should be receiving nearly eight dollars, or $7.75.

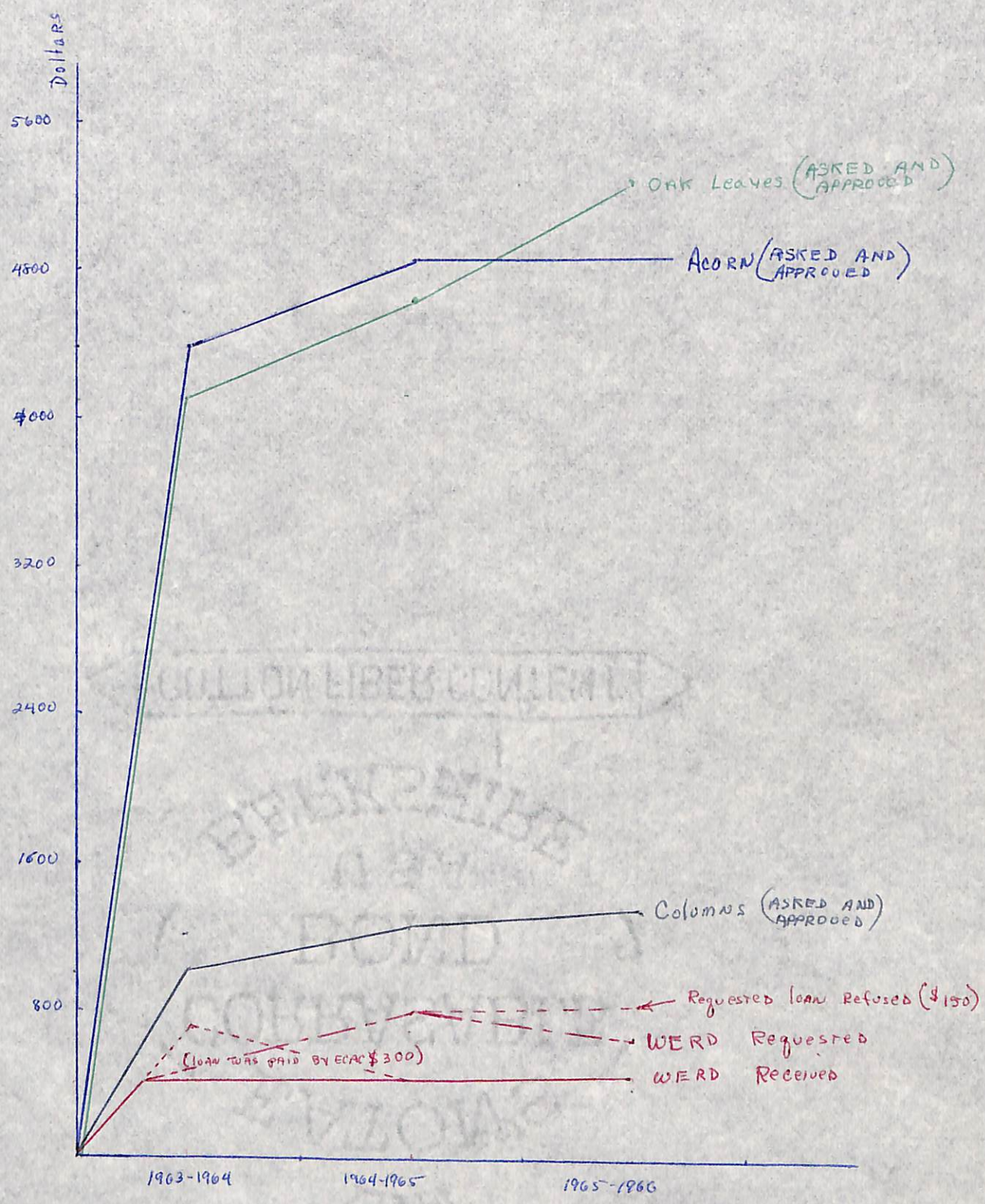
Realizing that students participate in more than one activity while at Drew, and there is a social fee, we make the assumption that we should be receiving nearly the same percentage of money as we receive participation, or some $7,500. Since that is an amount far in excess of what we are receiving right now, we will be willing to settle for one third of that amount, at first.



STATISTICAL Difference Between what we have & what we should have ACCORDING TO STUDENT PARTICIPATION

WERD BUDGET (ECAC)
PARTICIPATION IN WERD (%)
Dollars PER STUDENT NOW = 0.50%, should = 8.0%
= what BUDGET should Be ACCORDING TO % of STUDENTS money

STATISTICAL BUDGET
PERCENTAGE OF STUDENTS MONEY



Money Received From ECAC
of All Publications

UPI- A HISTORY

A good many things happened in 1935 that a good many millions of people remember.

Bruno Hauptmann was convicted for the kidnaping of the Lindbergh baby. Huey Long was assassinated, and Will Rogers died in an airplane crash on the barren rocks of Alaska. The great, gay ocean liner Normandie made her maiden voyage.

Jim Braddock, a forgotten prize fighter who had been on relief, made a comeback and relieved Max Baer of the heavyweight championship of the world. The Supreme Court killed the NRA, and his own mobsters killed Dutch Schultz in a dingy New Jersey tavern.

These were all spectacular events. But few, if any, of them were to have as lasting a bearing on our daily lives as another happening that was far from conspicuous. This was the decision of one of the great news services of the world, United Press International, to supply news to radio.

Until 1935, about the only way people could keep up with the news was by reading the newspapers. Although some radio stations had been broadcasting some news, the reports were far from complete or were held back until newspapers already had printed them.

The reasons for this were, for one thing, that the news services that did supply news to radio stations were comparatively small and had no worldwide facilities for gathering news. The great news services, with bureaus and reporters in every part of the world, were giving so much attention to getting the news for the newspapers that they did not realize for quite a while that they might as well be doing the same thing at the same time for radio stations.

This was because radio was still fairly new. Although it had long outgrown its crystal sets and earphones, most people -- including those in the news business -- still considered it a medium of entertainment.

The exception was UPI. Although one of the great

news gathering organizations of the world, this company was relatively young. It was not organized until 1907. In 1935, it was only 28 years old, and so less likely to follow tradition than its more venerable competitors.

At any rate, UPI did not follow tradition. It did some thinking for itself and saw how interesting a part of the radio day an up-to-the-minute report of worldwide news could be. It was well equipped to supply that kind of news. And it saw no more reason why news should not be broadcast than it should be printed, any more than flour should not be baked into biscuits as well as into bread. So it decided to supply news for radio.

The start of this venture was something like the start of the automobile. Few of us remember, except from old pictures, what the first automobiles looked like. Still fewer remember that people in those early days jokingly called them "gasoline buggies." This wasn't very kind, but it had a good deal of truth in it.

Radio news started in the same way. The news stories were the same as those the newspaper received. The only difference at first in the way that they reached the public was that typesetters and printing presses were taken out and replaced by microphones. Compared to today's crisp, clear, and smooth newscasts, those pioneer radio news announcements were pretty much what the gasoline buggy would be to today's streamlined car.

But like the first automobiles, news broadcasts improved quickly -- and became more and more popular.

One fault UPI corrected right away was the way of writing news stories. It saw almost at once that what was easy to read in print might be hard to understand if read aloud. It saw that for radio the news must not be so much written, so to speak, as told.

To reach the mind through the ear instead of the eye, news must have a conversational style. So UPI assigned to every radio subscriber a special editor to rewrite its

dispatches from their original newspaper form into news announcements which the listener could follow without effort.

This worked very well at the beginning, for there were only 14 radio stations in the country taking UPI service. But that total of 14 multiplied so fast that another way of translating or, as UPI called it, processing the news, had to be devised.

The result was that in New York and Washington, from which most UPI news went to radio, a special radio news department was organized. Here carefully-trained editors wrote news dispatches in the style best suited to listening. All that the station had to do was take the dispatch, add an announcer, and serve.

Within a year, another improvement was made, this time a mechanical one. UPI set up leased wires -- telegraph lines carrying nothing but its dispatches -- to radio stations taking its news. There were 41 of these now, and they were receiving news from 18 UPI bureaus in various parts of the country.

From that time on, the story of UPI broadcast news has been one of frequent and steady enlargement and improvement and of tremendous growth in use. In the early part of 1941, the UPI Broadcast Newswire was extended to reach from coast to coast in the United States.

At the outset of its service of news for the air, UPI supplied enough news for about two hours of broadcasting. The most any station could put on the air was between 15,000 and 20,000 words a day. Today, UPI sends to radio a total of 85,000 words, enough to fill a long novel. If you were to read them aloud, at the average rate you hear them spoken on the radio or television, it would take you from eight o'clock in the morning until seven in the evening -- without any time out for eating or catching your breath.

There is hardly an hour of the day in any part of the world when people who listen to the radio, no matter what their race or speech, do not get the news of the world from UPI.

UPI- ITS USES

The primary product of a broadcast news wire is periodic summaries of world, national, and state news. United Press International supplies its radio station subscribers with eighteen such reports daily on weekdays, and one extra on Sundays and holidays. In addition, UPI sends six expanded summaries on weekdays, and four on Sundays and holidays. These reports originate at UPI's Broadcast News headquarters in Chicago, where more than 60 UPI writers and editors work around the clock creating nothing but broadcast news. These men are in turn supplied with information by more than 10,000 staff reporters at more than 100 bureaus across the country, and as many bureaus around the world. In addition, UPI draws upon an army of special correspondents: newspaper and radio reporters in small towns and cities who report for UPI when something of wide interest occurs in their locality.

Statewide news coverage is handled by the UPI bureau in Newark. Every hour on the half hour, the national wire from Chicago "splits," or discontinues, for ten to fifteen minutes while state bureaus send over information of regional interest.

As was mentioned, hard news is only half of the story. The UPI broadcast wire carries more than 85,000 words of copy in each day's service. And much of it is feature material. Features range from "Under the Capitol Dome," an analysis of Washington news by UPI's veteran reporter George Marder, to features of special interest to women such as "The Woman's Beat," "Mainly for Women," and "Women in the News." UPI is particularly strong in analysis of national and international affairs. Other features include "Calling All Drivers," "Great Moments in Sports," special election reports, ten sports reports daily, seasonal reports on professional football, baseball, and seasonal specials on taxes, women's fashions, home gardening, and many other topics. Every week, UPI moves a weekend news summary on Saturday evenings. Intended for Sunday use, this special report covers the week

in religion, foreign affairs, governments, politics, personalities, foreign editorial comment, science, and farming.

Sports scores and weather reports are carried as soon as they are received by UPI. Weather alerts on severe weather conditions of any kind are moved on a priority basis as soon as they are received from the local office of the U.S. Weather Bureau. Also, United Press International is a part of the national defense alerting system, the Emergency Broadcast System. In the event of a national emergency, WERD would be required to leave the air to prevent interference with reception of authorized EBS stations by receivers on campus. Without a news wire, reception of an EBS alert is, at best, a haphazard proposition.

United Press International excels in the presentation of urgent news developments when speed of reporting is essential. Again and again UPI has demonstrated its ability to be first, fastest, most complete, and most accurate. At the time of the assassination of President Kennedy, UPI White House correspondent Merriman Smith was in the Presidential motorcade. A fraction of a second before 1:30 p.m. EST, three shots crackled out their message of death for the young President under the Texas sun. Smith literally dove for a radiotelephone. When he reached the Dallas bureau of UPI, he dictated a bulletin to the chief editor of the bureau, who broke the national wire and typed it out himself, verbatim. The first bulletin cleared less than four minutes later on teletypes across the country. In the following minutes, Smith dictated five paragraphs of additional information off the top of his head which clattered out on printers in pressrooms, radio and television stations, and business offices across the world within fifteen minutes. In the Senate, the chaplain rose to speak. He said, "We gaze at a vacant place in the sky, as the President of the Republic goes down like a giant cedar." These words proclaimed a sharp turn in the course of history. It was, perhaps, the single most important event of our generation.

And a UPI man was on the scene. For the rest of the afternoon, the Associated Press was at least twenty minutes behind.

NEWS AND WERD

As you flip around the dial at any time of day, you will find that most radio stations have their own news bureau, composed of several writers and an editor. Those which do not have a news department utilize material written by the editors of UPI or AP and their announcers simply tear the material from the printers and read it without addition or correction. News is a natural thing for the medium, because radio is the most accessible mass medium and the fastest for news. Several radio stations, notably KYW in Philadelphia and WINS in New York, have converted their format for the exclusive presentation of news. For years, WOR has devoted 25% of its air time to news. WNEW broadcasts two newscasts every hour.

Up to this time, WERD has had no effective news presentation, primarily because it lacks a source of news material. And yet we have the personnel resources to create an effective news department in short order. WERD has more staff members than it can efficiently use at this time. The creation of a news department will absorb this surplus, and may even attract more students to the activity.

Organization of a news department at WERD will be handled by John Sliwa, Jr., present News Director for the student station. He has been professionally participating in radio news for nearly four years, and from April 1963 through January 1964, he was news director of WDHA-FM in Dover, N.J. From June 1965 to September 1965, he was news director of WOND and WMGM-FM in Atlantic City, N.J. At WOND and WMGM-FM, he laid the groundwork for news operations in which the stations had not previously engaged. He left behind a combined news department which commands the highest ratings in the Atlantic City area.

Mr. Sliwa has proposed that WERD maintain three students on news duty during the regular broadcast day. One of these students shall be an editor and two shall be responsible for writing. Through use of United Press International material and news gathered on the campus, this staff would

produce one newscast every hour on the hour, and one feature every hour on the half hour, each lasting about five minutes. At seven p.m. and eleven p.m., WERD would present fifteen minute roundups of international, national, state, and campus news. On Sunday afternoons, WERD will present a condensed version of the UPI "Sunday Show," a roundup of the week's events.

Important to the creation of a news staff at WERD is the creation of journalistic ability in the students participating in the program. Although a formal course in radio journalism is not remotely hoped for, WERD believes that students can help one another by engaging in the business of making news, and by mutual evaluation and criticism. Add to this a degree of guidance by students who have had some experience in news writing or who have excelled in English studies, and you see that WERD, by drawing on its present resources, can create a news organization which will be a benefit not only to those students participating, but also to those students who will depend on WERD for total information.

STAGNATION?

At the culmination of the last academic year, after a full year of expanded broadcasting, WERD had a record library of only 40 records. A few companies responded to our pleas for help, but the response was, in essence, insignificant. We are totally aware of the fact that records are the most important part of any radio station. Therefore, our first task in September was acquiring records. We managed to get a few hundred discs (45 R.P.M.) from radio stations in New York, and began to order L.P.'s from the major manufacturers across the country. In fact we spent close to $300 purchasing records.

After commencing our regular broadcasting we realized that our equipment was not nearly sufficient for our current plans. It would not handle all lines we were about to install. For this reason it was necessary to investigate the purchase of another console. We found that a station in Atlantic City, New Jersey, was willing to sell us just what we needed for a mere $200. Needless to say, this equipment when new is worth close to $4000.00.

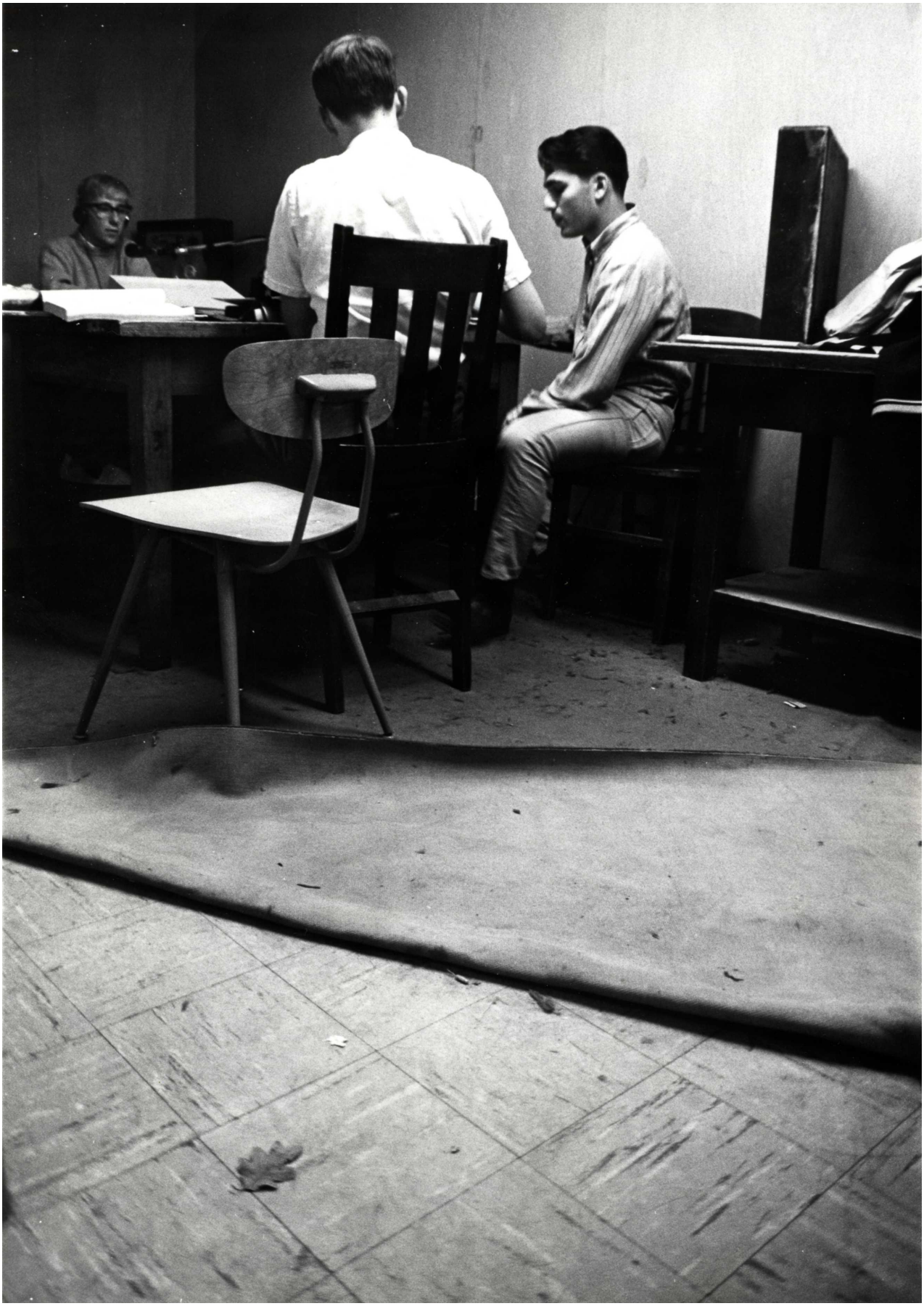
There is one problem confronting us in our purchase, however. With a total of $640 to spend ($200 by courtesy of The Oak Leaves) we would not have enough money to cover our expenses. Equipment maintenance, telephone bills, damage to equipment, etc. all require constant cash outlays.

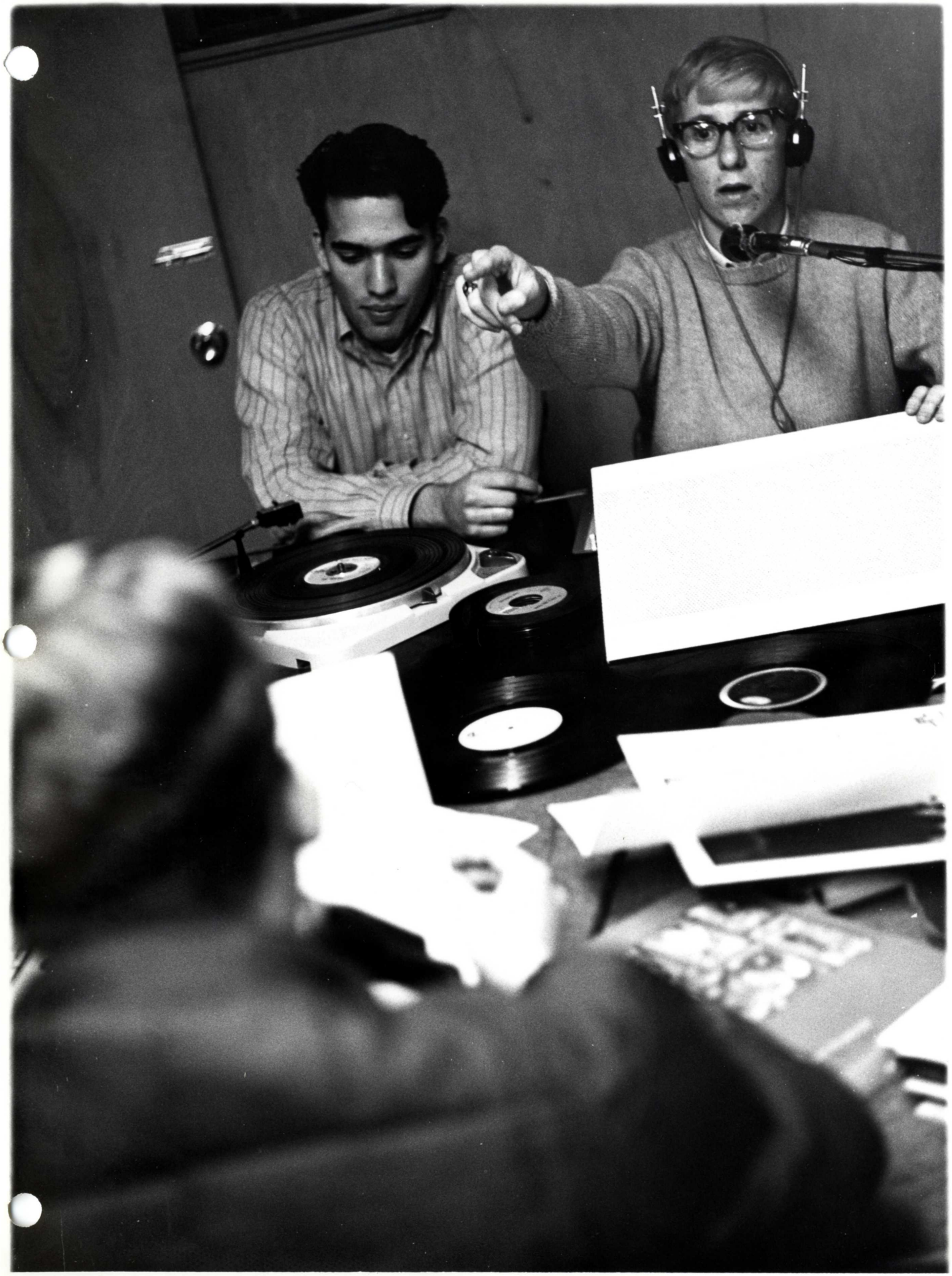
I had a number of conferences with a Mr. Van Houten of New Jersey Bell Telephone (Newark Office). Mr. Van Houten and I discussed the possibilities of installing a loop antenna for WERD. This loop will enable WERD to broadcast live any activity, speech, sports event, or event of national importance. Simply by arranging with the telephone company we can broadcast these events using their facilities. The charges are extremely nominal, but even if they were only $2 a month we could not afford them.

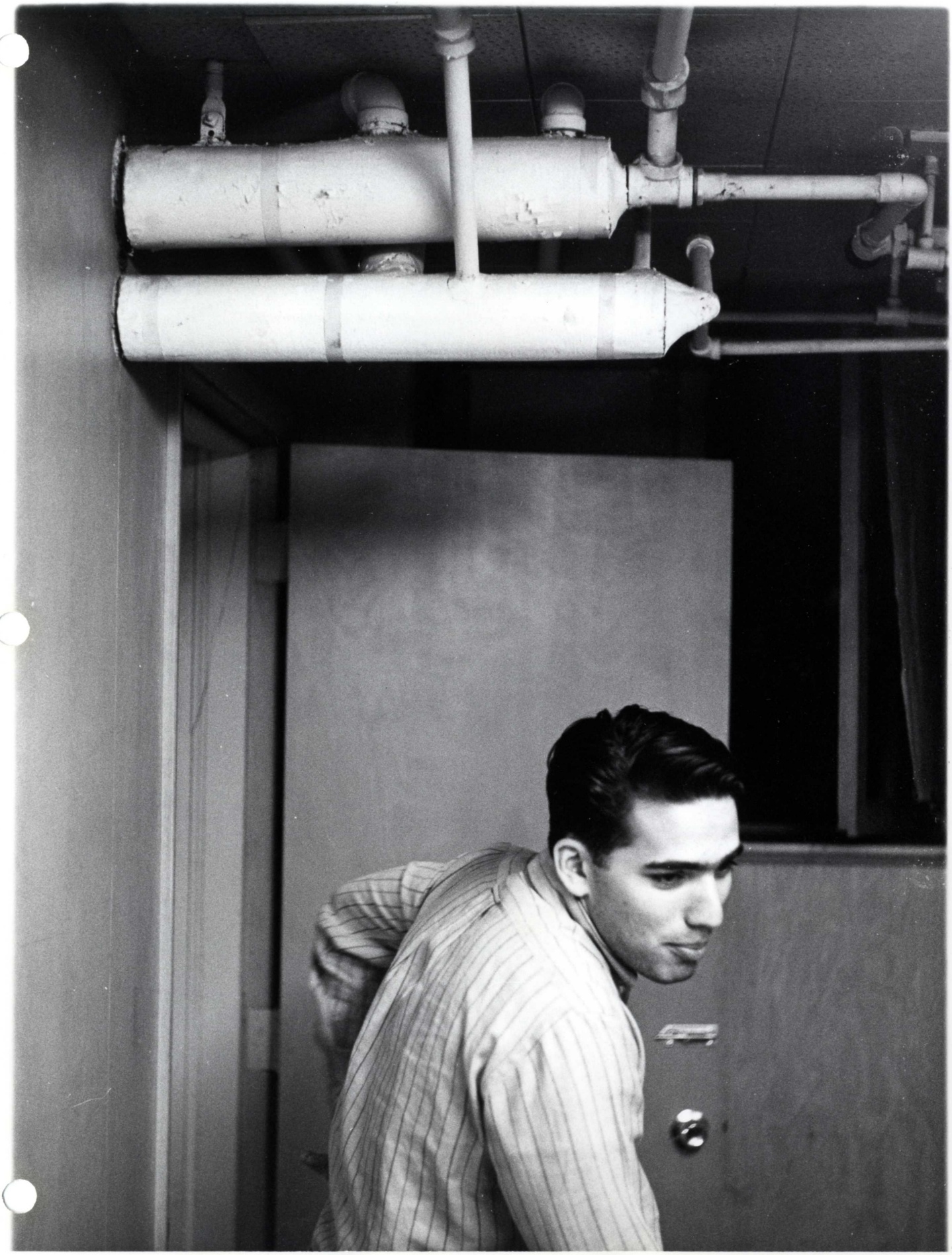
All of these developments are vital to the growth of our campus radio station. Without them we cannot move anywhere. We cannot grow at all. We are and will be stagnant.

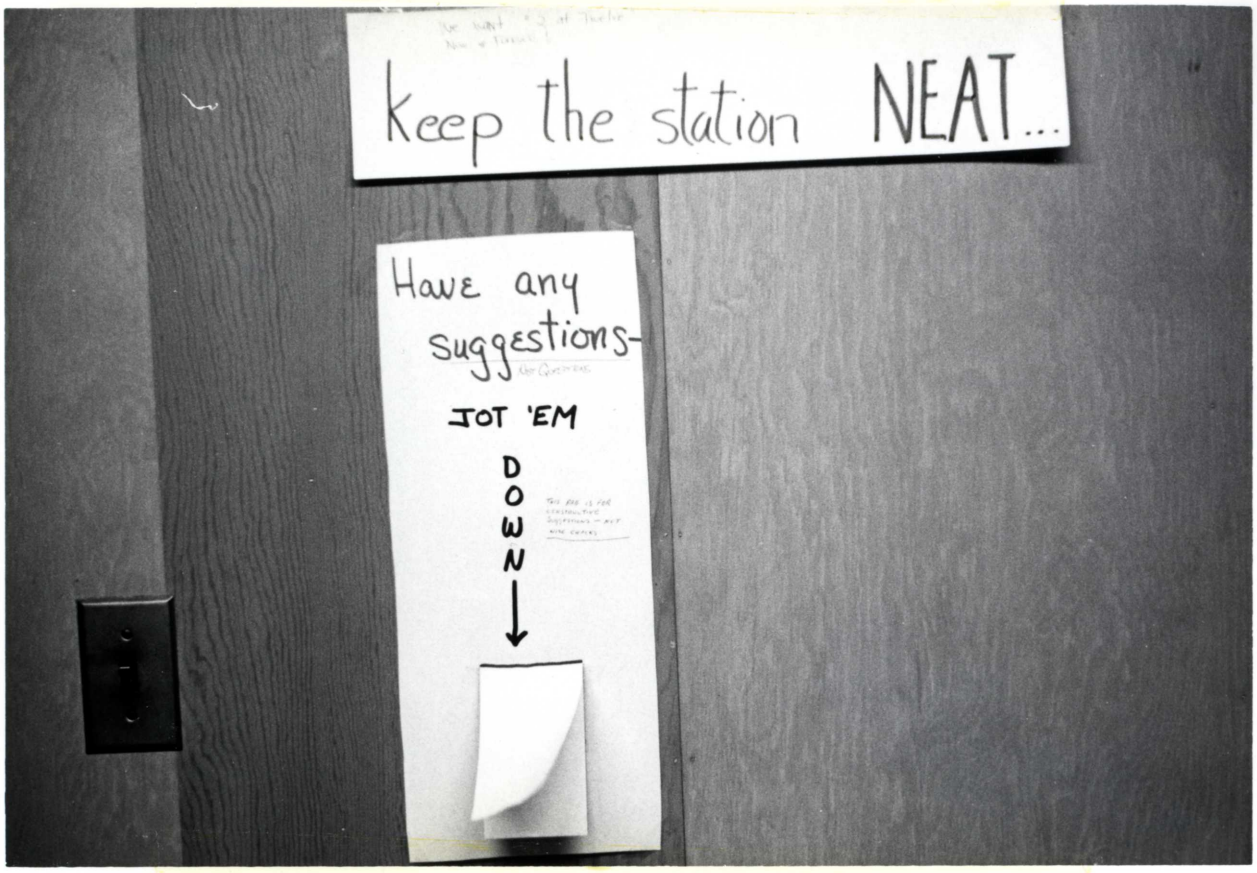
SOME PHOTOGRAPHS

SOME PHOTOGRAPHS








Keep the station NEAT...
Have any suggestions-
JOT 'EM
DOWN